

Message Text

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ACTION EUR-12

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FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 0524

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UNCLAS VIENNA 0343

FOR WASHINGTON COMMERCIAL ACTION GROUP

EO 11652: N/A

TAGS: BEXP, AU

SUBJ: FY 77;10: FIRST QUARTER REPORT

1. EMBASSY CCP GROUPS06 46 12 TO REVIEW PROGRESS DURING FIRST QUARTER AND EXPLORE PROBLEM AREAS.

2. SCHEDULED CAMPAIGNS:

A) BUSINESS MACHINES: CONTRACTING FOR BIO AT IFABO '77 IS IN PROCESS. FOUR OF FIVE PROJECTED TO'S HAVE BEEN REPORTED .
B) BUILDING MATERIALS/EQUIPMENT: SCHEDULED FEATURE SECTION ON NEW U.S. CONSTRUCTION METHODS, MATERIALS AND EQUIPMENT WILL NOT APPEAR IN FEBRUARY-MARCH ISSUE OF POST COMMERCIAL NEWSLETTER DUE TO FAILURE TO RECEIVE MATERIAL REQUESTED IN VIENNA'S 8158, 8863 AND 10533. IF MATERIAL IS EVER RECEIVED, FEATURE SECTION MAY APPEAR IN LATER NEWSLETTER. FOR SAME REASON, NO SIMILAR ITEM HAS BEEN PREPARED FOR PUBLICATION IN AUSTRIAN MEDIA. ALSO, DUE TO HEAVY WORKLOAD IN OTHER AREAS, NO CALLS HAVE BEEN MADE ON PRIVATE SECTOR END-USERS TO DEVELOP TO'S; WE WILL, HOWEVER, ATTEMPT TO CATCH UP IN SUCCEEDING QUARTERS.
C) CONSUMER GOODS: CALLS WERE MADE ON FIVE OF SIX PROJECTED FIRMS. HOWEVER, SINCE ATTEMPTS TO ARRANGE IN-STORE PROMOTION FOR SPRING OF 1977 HAVE BEEN UNSUCCESS-

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FUL, ACTIONS 3 AND 4 OF CAMPAIGN ARE NO LONGER APPLICABLE. THIS LEAVES CAMPAIGN WITH ONLY TWO ACTIONS FOR REMAINDER OF FISCAL YEAR: CALLS ON BUSINESSMEN, AND PROMOTION OF NATIONAL SPORTING GOODS SHOW IN CHICAGO.

D) PRINTING AND GRAPHIC ARTS: REPORT ON THIS CAMPAIGN IS DEFERRED UNTIL RETURN OF CAMPAIGN MANAGER FROM SICK LEAVE.

E) ELECTRONIC COMPONENTS: ALL ACTIONS ACCOMPLISHED AND 5 TO'S DEVELOPED. (ACTION NO. 2 IS DEFERRED SINCE NO IE FAIR TOOK PLACE IN NOVEMBER 1976. EMBASSY WILL STILL INVESTIGATE FEASIBILITY OF BIO AT NOV 9-12, 1977 IE EXHIBIT.)

3. NON-CAMPAIGN ACTIVITIES:

A) SPRECHTAG RESULTING IN SEVERAL NEW TO'S WERE HELD IN BOTH GRAZ AND LINZ IN OCTOBER.

B) LIBRARY OPEN HOUSE PROGRAM: RECENTLY SUSPENDED BECAUSE OF PROGRESSIVELY POORER RESULTS. FORTHCOMING AIRGRAM PROPOSES RESUMPTION COMBINED WITH MINI-CATALOG SHOWS.

C) TOURIST PROMOTION: ALTHOUGH OPPORTUNITY EMERGED LATE, AND IS NOT YET FIRM, WE HOPE TO TAKE ADVANTAGE OF GOA/USIS-SPONSORED FAR WEST EXHIBIT IN VIENNA (JAN 28-APRIL 11) TO PROMOTE AUSTRIAN TOURISM TO U.S. AUSTRIAN GOVERNMENT TRAVEL BUREAU HAS TENTATIVELY AGREED TO PUT UP BOTH, AND TWA WILL CONTRIBUTE SOME LOGISTICAL SUPPORT. DURING QUARTERS, WE ALSO DISTRIBUTED 5,500 COPIES OF "TRAVEL TIPS" BROCHURE TO LOCAL AGENCIES (SEE VIENNA A-001).

4. OTHER: DURING QUARTER, EMBASSY WAS ABLE TO ADD THREE NEW PROMOTIONAL EVENTS TO ITS VERY LEAN PROGRAM FOR FY'77:

A) ONE DAY TSS ON MEDICAL EQUIPMENT; VIENNA, FEBRUARY 3; B) AND EXPANDED SPRECHTAG IN VIENNA, MARCH 30-31, WHICH WILL BE ATTENDED BY NUMEROUS REPRESENTATIVES IN EUROPE OF U.S. STATE ECONOMIC DEVELOPMENT AGENCIES; AND C) UNCLASSIFIED

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A MINI-TSS ON AIR AND WATER POLLUTION EQUIPMENT;, VIENNA, SEPTEMBER '77.

5. REPORTS SUBMITTED DURING QUARTER:

PRIVATE TRADE OPPORTUNITIES 66
MAJOR PROJECTS 3
LICENSING/Joint VENTURE OPPORTUNITIES 9
ADS 9
WTDR 23.BUCHANAN

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